



2023
BRAND GUIDELINES

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REFERENCING

Always reference '**Allianz Inner Warrior**' and '**Allianz Inner Warrior Camps**' with the title partner listed.

For the benefit of doubt, Inner Warrior and Camps cannot be used and would be a breach of brand guidelines.

TAGS

TITLE PARTNER HANDLES:

Instagram: @allianz_uk

Threads: @allianz_uk

Twitter: @allianzuknews

LinkedIn: Allianz Insurance

OFFICIAL ALLIANZ INNER WARRIOR HANDLES:

Instagram: @allianzinnerwarrior

Facebook: Allianz Inner Warrior

LOGO

The logos detailed here are the **only** logos that should be used to promote Allianz Inner Warrior. The Allianz Inner Warrior logo should only sit on white (for the Allianz blue version) or Allianz blue (for the white version). Colour values for Allianz Blue are:

R17 G51 B136
HEX 003781

C100 M65 Y0 K15
PANTONE 287C

These logos can be downloaded from the [resources page here](#).

POSITIVE (ALLIANZ BLUE)

4

Allianz 
INNER WARRIOR

NEGATIVE (WHITE)

Allianz 
INNER WARRIOR

TYPOGRAPHY

The core England Rugby typeface is Tusker Grotesk, which is also used in the Allianz Inner Warrior brand. There are only two fonts within the typeface that should be used: **Tusker Grotesk Medium 3500** and **Tusker Grotesk Semibold 6600**. These should be used in tandem, with Medium 3500 for smaller display copy or subheadings, and Semibold 6600 used for larger display copy or headings. **Both should be used in all caps only.**

One point of difference from the core England Rugby brand is that for headlines, the brand font should be **italicised (or skewed) by 10°**. In all other instances of typography, text should remain unitalicised.

TUSKER GROTESK SEMIBOLD 6600

KERNING SET TO OPTICAL ▪ TRACKING 0

TUSKER GROTESK SEMIBOLD 6600

KERNING SET TO OPTICAL ▪ TRACKING 0 ▪ ITALICISED 10 DEGREES

TUSKER GROTESK MEDIUM 3500

KERNING SET TO OPTICAL ▪ TRACKING 0

TUSKER GROTESK MEDIUM 3500

KERNING SET TO OPTICAL ▪ TRACKING 0 ▪ ITALICISED 10 DEGREES

IMAGE BANK

A full, pre-treated image bank is available for Allianz Inner Warrior campaign assets. This can be found in the brand toolkit.



IMAGE BANK



DESIGN BUILD

England Rugby logo. This must always be in mono white.

CTA in Tusker Grotesk 3500 and 6600.

Chevron graphic from England Rugby brand - this can be found in the brand toolkit. Chevrons should always be facing up.

Deep purple to bright pink gradient.

Headline in Tusker Grotesk 3500 and 6600, in bright blue, italicised by 10 degrees.

Allianz Inner Warrior logo tab.



The grid layout is a core element of Allianz Inner Warrior. There should always be **two action shots** (far left and bottom right) and a **textural, close up shot** (top left).

WARRIOR outline typography - this is available as an artworked PNG in the brand toolkit.

ALTERNATIVE HEADLINES

A selection of headlines are available to use in Allianz Inner Warrior creative as an alternative to the primary headlines used in the original key visuals.

RECRUIT

FIND IT INSIDE OF YOU. THEN LEAVE IT ALL OUT THERE.

CHALLENGE YOURSELF. TAKE ON RUGBY

FIND THE SPARK. PLAY THE GAME

YOUR ADVENTURE STARTS HERE

QUEST FOR YOUR BEST

RETAIN

FULL OF FIRE. READY FOR MORE.

THE TEAM NEEDS YOU. YOU NEED THE TEAM.

APPLICATIONS



KEY VISUAL 1



KEY VISUAL 2



**England
Rugby**